



**Dissemination of  
trade data in Estonia**

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**Outline**

- Dissemination of trade statistics
- Indicators
- Confidentiality
- Modes of data dissemination:
  - Traditional channels
  - New media channels
  - Recent analytical papers

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“A key to the usefulness of trade statistics  
is its broad dissemination”

*(UN, IMTS:concepts and definitions, 2011)*

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### **Main concepts of dissemination:**

- All users are treated equally
- Data are disseminated without preference to any national or international user group
- Data are disseminated both electronically and in paper publications
- Regular data dissemination in Estonia satisfies most (if not all) user needs

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## Indicators collected in Estonia

- CN code (8-digit, Combined Nomenclature)
- Invoice value
- Net mass (for all CN codes)
- Quantity by supplementary unit
- Partner country
- Country of origin
- Nature of transaction
- Description of goods (voluntary)

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## Indicators collected only from big companies

- Statistical value
- Mode of transport
- Delivery terms

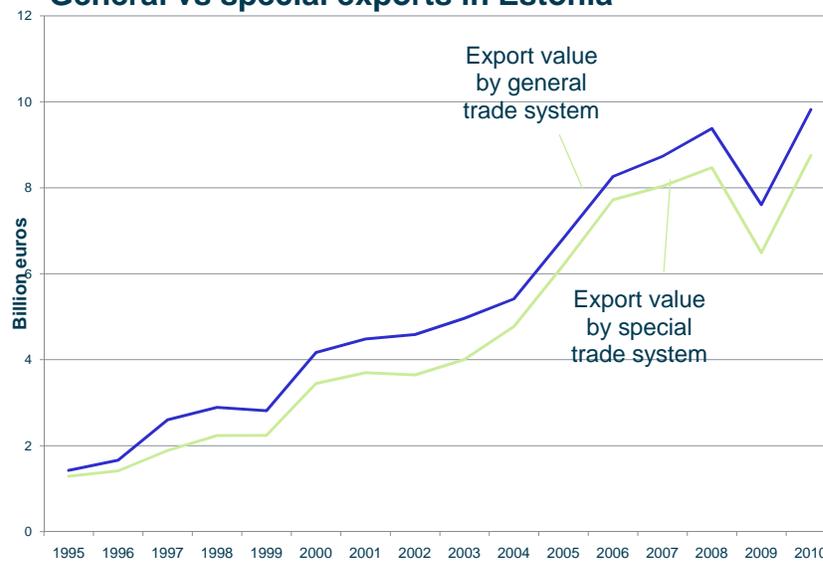
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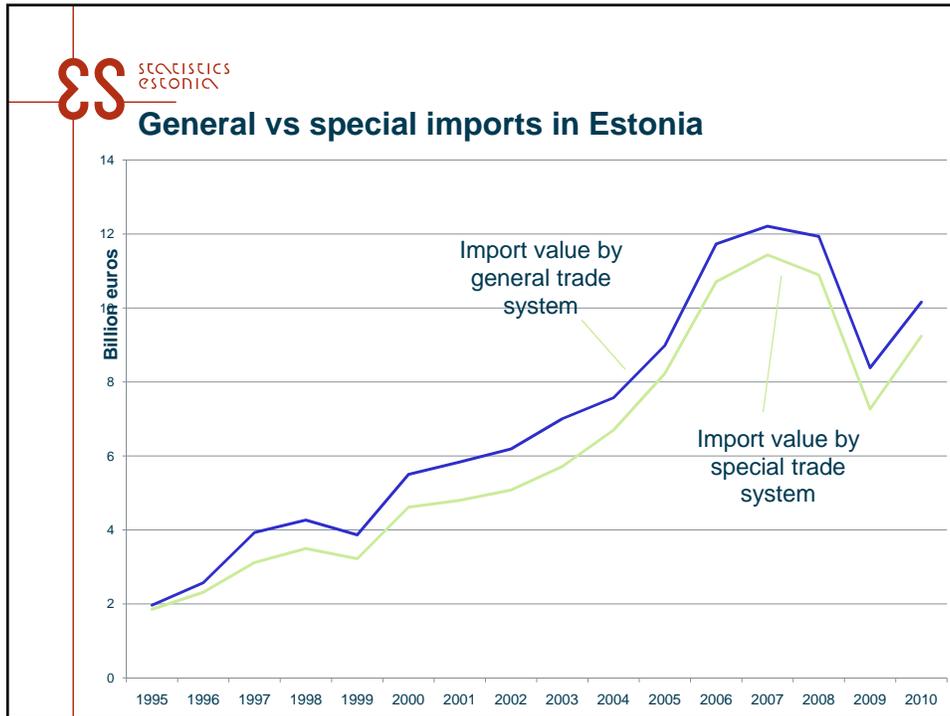
## Indicators available in public database

- Trade value by SPECIAL trade system by countries (imports- country of consignment, exports-country of destination) and by commodities.
- Data disseminated by CN2, CN8, SITC and SNA/BEC by the most current version
- net mass and supplementary unit of exports and imports (only in Eurostat and UNSD database, not in the public database)

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## General vs special exports in Estonia





**SS** STATISTICS ESTONIA

### Indicators available by request

- Imports by country of origin
- Trade by NACE, CPA
- Trade by general trade system
- Mode of transport
- Nature of transaction
- Etc

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## Confidentiality

- Passive confidentiality always applied
- Passive confidentiality – it is allowed to disseminate trade statistics in most detailed level of CN (8-digit) even if there is only single company
- In Estonia- there is not a single PSI whose data is confidential

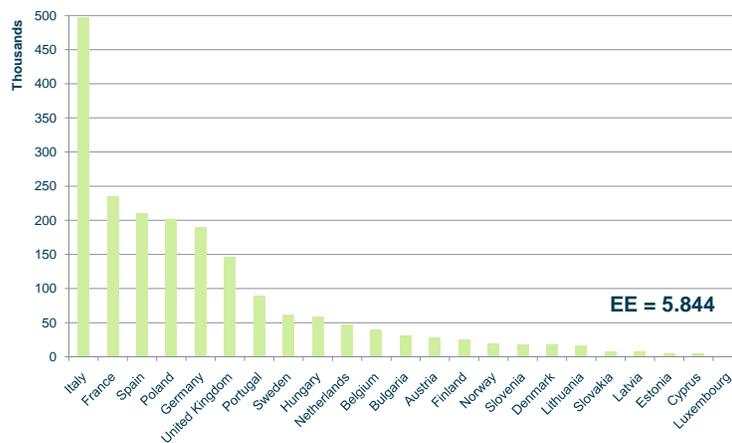
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## Confidentiality problems:

- More significant in a small country where there are few traders for each CN code
- Companies using data for market research also sometimes spy on their competitors
- If CN8 is connected with NACE code – it is easy to identify the trader
- Council of confidentiality of Statistics Estonia has been formed who decides if certain data is confidential or not

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## Number of enterprises in manufacturing in 2008 (Eurostat database)



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## Modes of data dissemination

- Press release
- Public database
- Paper publications (Yearbook of Statistics Estonia, Quarterly Bulletin of Statistics Estonia, Business Bulletins etc)
- Social channels (only in Estonian)

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## Traditional channels

- Press releases from 2011 – 1 press release per month on the 40th day after the end of the reference period.
- 2009-2010 twice per month- provisional data (T+40) and detailed data (T+52)
- Foreign trade overview in the yearbook of Estonian Statistics
- Overview in the small yearly bulletin of Minifacts (in three languages)
- Analytical articles in the Quarterly Bulletin of Statistics Estonia. Also available free of charge from 2010, by downloading.

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STATISTICS  
ESTONIA

## Press release

- At 8 o'clock in the morning in Estonian and in English
- Statistics Estonia announces in advance the press release calendar <http://www.stat.ee/release-calendar>

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## New channels

- Social media - supports the traditional channels. Only in Estonian (Statistics Blog, FB, Twitter)
- From 8th August 2011, data of the “Minifacts about Estonia 2011” (the most popular publication) also available via smart equipment (on iPad and iPhone), downloadable from [App Store](#).

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## Social media

- <http://www.stat.ee/en>
- <http://et-ee.facebook.com/Statistikaamet>
- <http://statistikaamet.wordpress.com/2011/04/19/eesti-suuremate-eksportooride-tootlikkus-kasvas/>

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## Statistikablogi

Statistikaameti ajaveeb

[KODULEHT](#)
[KONTAKT](#)



[— Kui palju on Eestis setosid, võrokesi, Majandust räsitud kriis ei säästnud ka mulke ...?](#)

[Majandust räsitud kriis ei säästnud ka kontsernidesse koondunud ettevõtteid](#)

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**Eesti suuremate eksportööride tootlikkus kasvas**

Posted on [aprill 19, 2011](#) | [8 kommentaari](#)

**Statistikaameti andmetel suurenes 2010. aastal eelmise aastaga võrreldes enamiku suuremate töötleva tööstuse eksportööride eksport ning tootlikkus.**

Eesti kaupade kogueksport oli 2010. aastal 8,7 miljardit eurot. Töötleva tööstuse ettevõtted eksportsid 4,9 miljardi euro eest kaupu, mis andis üle poole Eesti kogueksportidist. Riigi kogueksport kasvas 35% ning sama palju kasvas ka töötleva tööstuse eksport, mis näitab, et selle tegevusala ettevõtted on Eesti kogueksporti kasvu igati toetanud.

Töötleva tööstuse 100 suuremat eksportööri eksportsid 2010. aastal kokku

Soovid tööd rahvaloendusel?



rahva ja eluasemide loendus

**VIIMASED**

- Oodatav eluiga pikenes taas
- Kolmandik Austraaliast loeti üle interneti teel
- Ungari meelitab e-rahvaloendusele erootilise reklaamiga



## Social media

- In 2010 foreign trade statistics service published 6 blog articles, in 2011 – one article.
- Articles about the relevant issues in foreign trade that are out of scope of the press releases:
  - “Estonia´s trade with Russia”
  - “Estonia´s trade data compared with the Baltic countries”
  - “Productivity of the TOP100 exporters”
  - etc.

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## Analytical papers published recently

“Foreign trade of Estonia by broad economic categories” (BEC), *Quarterly Bulletin of Statistics Estonia*, 1, 2010  
[http://www.stat.ee/publication-download-pdf?publication\\_id=19993](http://www.stat.ee/publication-download-pdf?publication_id=19993) pp.11-19

“Trade in high-tech goods in Estonia in the years 2004-2008”, *Quarterly Bulletin of Statistics Estonia*, 3, 2009, [http://www.stat.ee/publication-download-pdf?publication\\_id=18438](http://www.stat.ee/publication-download-pdf?publication_id=18438) pp.22-41

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Prooviloenduse õppetunnid  
 Immigrantrahvastik tööturul  
 Kaubavahetuse puudujääk 2009. aastal  
 Uuendusliiklus luubi all  
 Paarisuhtevägivald – müüdid ja tegelikkus

Eesti Statistika Kvartalikirj 3/2010  
 QUARTERLY BULLETIN OF STATISTICS ESTONIA



## Analytical papers published recently

“Foreign Trade”, *Business*, 2011

[http://www.stat.ee/publication-download-pdf?publication\\_id=25637](http://www.stat.ee/publication-download-pdf?publication_id=25637) pp-31-50, 137-140

“Information and communication technology (ICT) in foreign trade of Estonia”, *Information Society*, 2011

[http://www.stat.ee/publication-download-pdf?publication\\_id=21188](http://www.stat.ee/publication-download-pdf?publication_id=21188) pp.82-91

“Foreign trade deficit in 2009”, *Quarterly Bulletin of Statistics Estonia*, 3, 2010.

[http://www.stat.ee/publication-download-pdf?publication\\_id=19989](http://www.stat.ee/publication-download-pdf?publication_id=19989) pp.41-52

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KAUBAVAHETUSE PUUDUJÄÄK FOREIGN TRADE DEFICIT

### FOREIGN TRADE DEFICIT IN 2009

Allan Aron, Riina Kerner  
Statistics Estonia

*In 2009, the trade deficit of Estonia amounted to 12.2 billion kroons. Compared to the previous year, trade deficit decreased as much as three times (by 25.8 billion kroons). In 2009, trade deficit was altogether the smallest of the last 14 years. Such a tremendous decrease in trade deficit makes us wonder about the reasons having led to it and the meaning of this trend for the development of Estonia's economy. Is the decrease in trade deficit a positive sign of the improving competitiveness in the Estonian economy, or is it a phenomenon related to the global economic crisis? What is the role of trade deficit as one of the indicators of foreign trade statistics?*

#### The concept of trade deficit

*Trade balance of a country is the difference of exports and imports in monetary value during a certain period. If a country exports more than it imports, then the balance of trade is positive i.e. the surplus of trade is registered. If a country's imports exceed exports, then the country's trade balance is negative i.e. the trade deficit is registered. After the restoration of independence, Estonia's annual trade has always been registered as negative.*

*Foreign trade balance can in turn be divided into the balance of trade and balance of services. Exports and imports of a country can also be divided into the exports and imports of goods and services. The concept of goods covers all physically existing goods. The concept of services*

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## Possible data linkages in the future

- Trade data linkage with services is possible (methodological differences exist)
- Statistics Estonia – data of trade in goods are disseminated
- Estonian Bank – data of trade in services are disseminated
- Trade data linkages with business statistics

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Thank you for your attention!

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